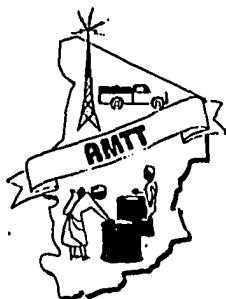


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**IMPACT ASSESSMENT  
FOR THE MARKET NEWS  
SERVICE CEREAL PRICE  
BROADCAST IN CHAD**

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## TABLE OF CONTENTS

ACKNOWLEDGEMENTS .....	iii
GLOSSARY .....	iv
1. EXECUTIVE SUMMARY .....	1
2. INTRODUCTION .....	3
2.1 OBJECTIVES OF THE TDY .....	3
2.2 THE MARKET NEWS SERVICE PRICE BROADCAST .....	4
2.2.1 Background .....	4
2.2.2 The Market News Service Broadcast at Present .....	5
2.2.3 <i>Radiodiffusion Nationale Tchadienne</i> .....	6
2.2.4 Radio Sarh .....	6
2.2.5 Radio Abeché .....	6
2.2.6 Radio Moundou .....	6
3. METHODOLOGY .....	7
3.1 METHODS .....	7
3.1.1 Selection of the Respondents .....	7
3.1.2 Survey Instrument .....	8
3.1.3 Number of Respondents .....	8
3.1.4 Site Selection .....	9
3.2 RESEARCH QUESTIONS .....	10
4. THE EFFECTS OF A MARKET INFORMATION SYSTEM .....	10
5. FINDINGS .....	12
5.1 FACTORS LIKELY TO INFLUENCE THE FINDINGS .....	12
5.2 RESPONDENT PROFILE .....	12
5.2.1 Consumers .....	13
5.2.2 Producers .....	13
5.2.3 Traders .....	14
5.2.4 Gender .....	14
5.2.5 Age .....	15
5.3 LISTENERSHIP .....	15
5.4 EXPECTATIONS AND ACTUAL USE OF THE CEREAL PRICE BROADCAST .....	19
5.4.1 Producers .....	19
5.4.2 Traders .....	23
5.4.3 Consumers .....	27
5.5 CHANGES DESIRED BY THE RESPONDENTS .....	29
5.5.1 Products .....	30
5.5.2 Markets .....	30
5.5.3 Times and Languages .....	31
5.6 LISTENERS PERCEPTIONS OF THE BROADCAST .....	32

6.	RECOMMENDATIONS .....	33
	ANNEXES .....	36
A:	TERMS OF REFERENCE .....	37
B:	TRAINING OF THE MARKET NEWS SERVICE STAFF .....	39
C:	MNS PRICE BROADCAST SCRIPT, MODIFICATIONS INCLUDED ..	43
D:	PRODUCER PRICE KNOWLEDGE .....	48
E:	INDIVIDUALS MET DURING THE COURSE OF THIS STUDY .....	51
F:	REFERENCES .....	52

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## **GLOSSARY**

<b>AMP</b>	<b>Analyse des Marchés et leurs Politiques</b>
<b>AMTT</b>	<b>Agriculture Marketing and Technology Transfer</b>
<b>ATPRP</b>	<b>Agriculture Trade Policy Reform Project</b>
<b>BDR</b>	<b>Bureau de Développement Rurale</b>
<b>DAI</b>	<b>Development Alternative, Inc.</b>
<b>DSA</b>	<b>Division des Statistiques Agricoles</b>
<b>fcfa</b>	<b>franc communauté financière africaine</b>
<b>MIS</b>	<b>Market Information System</b>
<b>MNS</b>	<b>Market News Service</b>
<b>MSMS</b>	<b>Millet and Sorghum Marketing Study</b>
<b>ONC</b>	<b>Office National des Cereales</b>
<b>RNT</b>	<b>Radiodiffusion Nationale Tchadienne</b>
<b>SIM</b>	<b>System d'information sur le marché Market information system</b>
<b>TDY</b>	<b>Temporary Duty (Short-term assignment)</b>
<b>USAID</b>	<b>U.S. Agency for International Development</b>
<b>UST</b>	<b>Union de Syndicats du Tchad</b>

## **1. EXECUTIVE SUMMARY**

The Agriculture Marketing and Technology Transfer (AMTT) project, funded by the U.S. Agency for International Development, in collaboration with the *Système d'Information sur le Marché* (SIM) of the *Division des Statistiques Agricoles* (DSA) of the Government of Chad, launched a Market News Service (MNS) Price Broadcast in April, 1993. Since then, the MNS Price Broadcast has been diffusing cereal prices once a week for four markets in Chad (N'Djamena, Sarh, Moundou and Abeché), in order to improve market participants' access to information in order to increase trade and render it more efficient.

This study precedes the 1994 changes in the MNS Price Broadcast. As such, the study examines how the MNS Price Broadcast is being used by producers, traders and consumers in Chad, and defines ways of bridging the gap between awareness of the program and action on the information provided by the program. It is not set up to determine cause and effect of the broadcast, increased profit margin or volume of sales. Instead, its purpose is to point out the ways in which the broadcast is perceived to be useful by its listeners.

The consultant's work was carried out between November 15, 1993, and February 12, 1994.

To examine the impact the MNS Price Broadcast on the target audience, the expected effects of a market information system (MIS), of which the MNS Price Broadcast is one element, were used to put together the questionnaires for this study. Another important element investigated in this study was the usability of the information; was the content sufficient for use by the listeners and is the presentation of the information easily comprehended by the MNS Price Broadcast's audience.

After only seven months on the air, the MNS Price Broadcast is attracting 88% of those who listen to the radio, roughly one million people in Chad. With such high listenership, people are obviously interested in the information the broadcast presents.

Results of this study show that producers, traders and consumers all are actively using price information provided by the broadcast.

Producers reported using price information primarily for decision making and planning.

Traders perceived an increase in bargaining power among themselves, and increased ease in negotiations with producers. Some traders have started going to different places to buy and sell, which also indicates an increase in competition among traders and movement of food for food security.

Consumers also perceived an increase in bargaining power. They, too, reported using the price information to help them in decision making and in planning.

Broadcast listeners expressed satisfaction with the time the program is aired and the languages of the broadcast, so no adjustments are required on that front; but there have been requests for coverage of additional products and markets.

Twenty percent of respondents reported an interest in the addition of peanuts price information and 12% of the respondents requested sesame price information. As this study was not carried out in heavy rice and corn producing regions, the addition of rice and corn price information should also be investigated.

Any expanded coverage of products or of markets, requires that the information collection system that is in place and functioning smoothly long before diffusion of new product prices or new market coverage begins. At this point in time, adding many more markets to the broadcast is neither logistically feasible nor is it requested by a significant number of listeners.

Coverage of one additional market, AmTiman, was requested by 17% of cereal producer and trader respondents. If the SIM has the capacity to manage another market and provide regular, accurate price information, AmTiman would be a good market to add to the MNS Price Broadcast, as it is in a major cereal producing area. Eventually a few key secondary markets could be added, one region at a time, if the SIM has the capacity to effectively manage them well.

Although respondents stated that the broadcast is clear to them, the study has found that many respondents confused the broadcast's market cities with the product origins. Misconceptions should be easily remedied with a simple modification of the price broadcast script (see annex C), mainly by repeating the name of the market where the prices are collected.

At this point in time the target audience reports that they are using the MNS Price Broadcast's information to plan, to increase bargaining power and to make decisions for production and marketing. To support their marketing efforts and the changes they are making, and also to help launch new people into activity, it is recommended that an educational "minute" be added at the end of the MNS Price Broadcasts. This spot would treat different aspects of using price information in marketing by explaining how the market works, discussing transport and highlighting other subjects that would interest the target audience.

## 2. INTRODUCTION

This paper examines the impact of the Market News Service (MNS) Cereal Price Broadcast on producers, intermediaries, wholesalers, retailers and consumers in Chad. The consultants' work was carried out between November 15, 1993, and February 12, 1994. This study precedes the 1994 changes in the MNS Price Broadcast, funded by the U.S. Agency for International Development, implemented by the *Système d'Information sur le Marché* (SIM) of the *Division des Statistiques Agricoles* (DSA) of the Government of Chad. As such, the study attempts to identify the impact of the broadcast on the target population, and to define ways of bridging the gap between awareness of the program and action on the information provided by the program.

Starting in April, 1993, the MNS Price Broadcast was aired by national radio (*Radiodiffusion Nationale Tchadienne*, RNT). The MNS Price Broadcast was first aired on Radio Sarh in October, 1993, and in December, 1993, the MNS Price Broadcast was aired on Radio Abeché. Everywhere in Chad, producers, traders and consumers have the opportunity to hear the prices of cereals and vegetables for the four major cities in Chad: N'Djamena, Sarh, Moundou and Abeché.

This study examines how the MNS Price Broadcast is being used by producers, traders and consumers. It is not set up to determine cause and effect of the broadcast, increased profit margin or volume of sales. However, it does point out the ways in which the broadcast is perceived to be useful by its listeners.

### 2.1 OBJECTIVES OF THE TDY

The objectives of the TDY, as set forth in the terms of reference (see Annex A) were to:

- Determine the extent of MNS cereal and vegetable information listenership.
- Determine if presently disseminated cereal information is desirable, and perceived to be accurate.
- Determine what listeners are doing with the MNS cereal and vegetable price information (e.g. using for purchasing, sales, storage, transportation decisions, etc.)
- Determine what improvements need to be made to the cereal MNS broadcast, if any.
- Determine what information is desired by vegetable marketers and consumers, and what alterations need to be made to the vegetable MNS, if any.
- Training and developing SIM staff to improve their capacity to perform user assessment surveys in the future.

To economize on travel time and expense, the SIM decided to do two studies at the same time, an impact assessment for the Cereal Price Broadcast and a needs assessment for the Vegetable Price Broadcast, and to survey a large population (250 people for each of the two

studies) and cover a large portion of the country in order to have a base for future impact assessments, thus it was necessary to extend the consultant's contract as the work was logistically impossible to accomplish in six weeks.

From November 15 to December 23, 1993, the consultant, with the SIM staff prepared and carried out the field work for the two studies.

From December 23, 1993, until January 11, 1994, the SIM staff was scheduled to set up the database for data analysis, codify and finish the data entry. Unfortunately, because the Ministry of Agriculture went on strike January 3, 1994 the only work accomplished was the setting up of the database and some of the coding.

Until January 24, 1994, about five SIM staff members working part-time in spite of the strike, were able to codify the data and begin data entry. At that time, the *Union de Syndicats du Tchad* (UST) stopped the SIM staff members from coming to work.

To complete the rest of the data entry, it was necessary to hire local consultants. Jim Campbell, Market News Coordinator, assisted with the data analysis.

The consultant presented the results of the two studies to USAID on February 11, 1994, and held a round-table with members of the SIM staff, CILSS, ONC, and other interested parties to discuss the results and recommendations of the studies.

## 2.2 THE MARKET NEWS SERVICE PRICE BROADCAST

The purpose of the MNS Price Broadcast in Chad is to inform producers, traders and consumers of cereal and vegetable prices. Importance is placed on collecting accurate prices, and diffusing them in a timely manner. The prices are being broadcast weekly on RNT, Radio Sarh and Radio Abcché as a public service.

### 2.2.1 Background

The SIM began its MNS Price Broadcast with a promotional campaign on RNT, lasting from April 1 through April 15, 1993. This campaign consisted of one week of publicity spots, stating the title, time, frequency and duration of the new program. This information was broadcast every day, three times a day, for seven days. During the following week, a 15 minute magazine, explaining SIM's goals and objectives, was broadcast each evening, before the news for seven days. All of the promotional materials were broadcast in the three languages used in the MNS Price Broadcast: French, Arabic and Sara.

On Thursday, April 29, 1993, the SIM began the actual broadcasting of prices. Since that time, it has been broadcast regularly every Thursday evening before the news, "*Le Journal Parlé*" on RNT. Initially, the price information was also broadcast in the mornings on an irregular basis, where it was used as a filler during the program "*Radio Rurale*" when material was needed to fill up the program's time frame. Although placing the MNS Price Broadcast in the program "*Radio Rurale*", a program with a large following, was a good way to reach a large number of people, it is difficult, if not impossible for the audience to plan its activities using a program that might or might not be broadcast, and only discourages them

from listening. "Radio Rurale" stopped using the MNS Price Broadcast as a filler in July, 1993. Thus the prices, since July, 1993, are broadcast only once every Thursday, but on a regular basis.

Until October, 1993, the prices broadcast were those of cereals: millet, red and white sorghum, and red and white berberé, with the sack and coro<sup>1</sup> used as units of measurement. Since October, 1993, the SIM has included vegetable prices in the broadcast: dried tomato, powdered tomato, dried okra, garlic and onions, measured by the sack, and fresh tomatoes in N'Djamena measured by the case.

In October, 1993, the week before vegetable prices began being included in the price broadcast, Radio Sarh began its weekly diffusion of price information using the radio broadcast script sent by fax to Sarh by SIM. During the five months preceding this broadcast, Radio Sarh carried out a promotional and educational campaign. Three different radio spots explaining various advantages of the MNS Price Broadcast were developed and staggered at different intervals throughout each week. Also throughout the five months, Radio Sarh developed and broadcast 30-minute magazines from time to time during "Radio Rurale", a program with a large following.

Radio Abeché began broadcasting in December, 1993, with the radio broadcast script faxed to Abeché by SIM.

### 2.2.2 The Market News Service Broadcast at Present

Using the model laid out by Lawrence Kent in the "Practical plan for the establishment of a public broadcast market news service on a pilot basis", 1992, the SIM/AMTT (Agriculture Marketing and Technology Transfer) has trained two price collectors for the N'Djamena markets (one for vegetables, one for cereals). Another person from the *Office National des Cereales* (ONC) has been trained for the Abeché market, one person employed by AMTT and another one from ONC for the market in Sarh. Also, one person employed by AMTT and one from ONC for the market in Moundou. The agents from ONC in Sarh and Moundou are used in case the regular AMTT agents are not available.

Presently for the price broadcast, SIM is collecting prices every Wednesday morning from one of the five major N'Djamena markets (Marché du Mil for cereal prices and Marché Central for vegetable prices), and three markets in provinces with telephone and fax facilities: Sarh, Moundou and Abeché.

For their respective markets, the agents observe prices for the selected cereals and vegetables every Wednesday morning, and record prices on the simple one-page form developed by the SIM. The N'Djamena agents hand-carry the form to the SIM office immediately after they complete it. The Sarh, Moundou and Abeché agents use the public fax system or the fax at VITA to send the form to N'Djamena around 10h00 Wednesday morning. A SIM agent collects the hand carried forms and retrieves the faxed forms from the office of the Ministry

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<sup>1</sup> The coro, a unit of measure, used in the market for buying and selling of produce, is equal to approximately 2.5 kg.

of Agriculture, the office of the Agriculture Trade Policy Reform Project (ATPRP) or the public fax. The data are reviewed by the agent responsible for cereals or vegetables. Next, the agent enters the data into the pre-written radio broadcast script on the computer (in French), and copies of the script are printed out. Docteur Paul, Chargé du SIM, or another SIM agent, hand-delivers the script to the RNT building in N'Djamena by 13h00 Wednesday.<sup>2</sup>

At the same time, the scripts are also sent by fax to Sarh and Abeché on Wednesday, where they are received by the price collectors and brought into the local radio stations to be broadcast.

### **2.2.3 Radiodiffusion Nationale Tchadienne (RNT)**

From the hand-delivered script, RNT records the broadcast in French, and then translates the script and records the price broadcast in Arabic and Sara. The prices are diffused on Thursday evening before the news "*Le journal parlé*", in three languages: French at 19h35, Arabic 19h00 and Sara 16h30. This broadcast is diffused on a regular basis.

### **2.2.4 Radio Sarh**

Radio Sarh began diffusing the MNS Price Broadcast in the beginning of October, 1993. After receiving the radio broadcast script on Wednesday, Radio Sarh broadcasts these prices in French regularly on Friday evening (17h50). On Saturday evening Radio Sarh broadcasts the prices in Arabic (16h40) and in Sara (16h05), although depending on the programming, there are times when the broadcasts in these two languages are diffused on Sunday.

The reach of Radio Sarh's signal has a radius of approximately 50 km.

### **2.2.5 Radio Abeché**

Radio Abeché began diffusing the MNS price broadcast in December, 1993.

Radio Abeché receives the radio-broadcast script on Wednesday afternoon, and Thursday evening beginning at 17h15 diffuses the price broadcast in Arabic, French and Maba (Ouadienne). Radio Abeché repeats this broadcast on Friday morning at 6h30. Radio Abeché has a short wave transmitter.

### **2.2.6 Radio Moundou**

Radio Moundou's short wave antenna was only recently repaired in late December, 1993. Although the MNS Price Broadcast is not yet being diffused by Radio Moundou, air time will eventually be negotiated. It may be possible to use Radio Moundou's air time as a complement to RNT's broadcast, and to increase the possibility of reaching more people, as Moundou's short wave antenna covers the territory of Chad.

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<sup>2</sup> Updated from "Practical plan for the establishment of a public broadcast market news service on a pilot basis" by Lawrence Kent, N'Djamena, December 15, 1992.

### **3. METHODOLOGY**

In order to economize travel time and expense, it was decided to carry out the needs assessment for the MNS Vegetable Price Broadcast at the same time as the impact assessment for the MNS Cereal Price Broadcast.

Approximately a month of field work, covering a large part of Chad's territory, was carried out in order to evaluate the impact of the Cereal Price Broadcast on the target population. Questionnaires for both studies were developed at the same time, thus enabling the broader data set to be used for part of the analysis. In the Findings section of this report, the data sets are identified as to whether the broader or the discrete data set was analyzed.

#### **3.1 METHODS**

Three teams were used to carry out in-depth individual interviews. Each team consisted of one woman and two men interviewers, and was headed by team supervisor. The supervisor was responsible for logistics and survey quality control, which consisted of verifying information obtained by interviewers through informal discussion with target groups, assuring that both sexes were represented in the study, and the general monitoring of interviewers.

In order to reach the desired number of each category of respondent, it was decided to conduct interviews in the marketplace during the time the respondent was working (or buying, in the case of the consumer). The interviewers were told to take their time and not to disturb the activities of the respondent. Therefore, each interview generally lasted from 1 to 1½ hours.

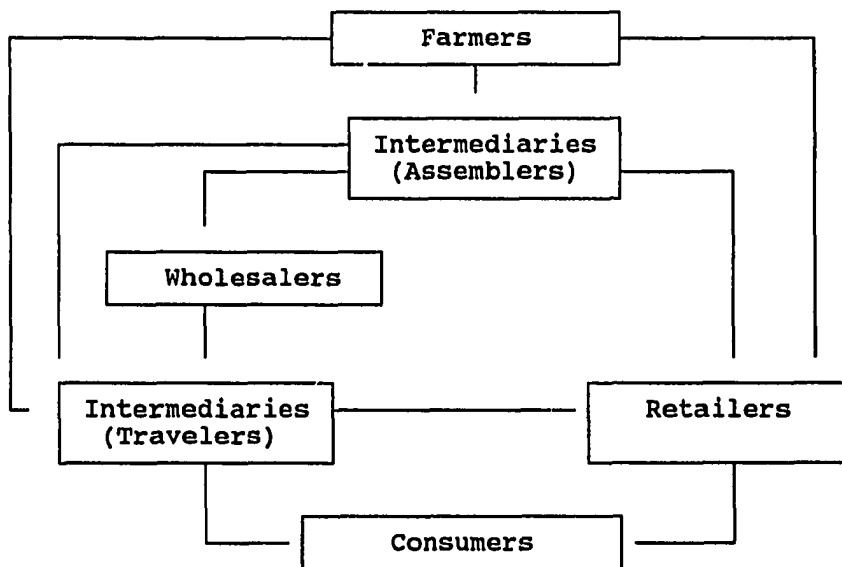
Jim Campbell, the Market News Coordinator, supervised the team covering N'Djamena-north, Mongo and Am-Timan. Docteur Paul, Chargé du SIM, supervised the team covering Abeché and Biltine. And the consultant, Catherine Sagui, supervised the team that covered the south: Moundou, Doba, Sarh, Bousso and N'Djamena-south.

##### **3.1.1 Selection of the Respondents**

The target groups of the MNS Price Broadcast, economic actors in the market food chain, are producers, traders and consumers. While the producer and the consumer groups are easy to identify, it was necessary to break down the trader group into wholesalers, retailers and intermediaries in order to make a distinction between their activities and their economic risk factors.

It was also necessary to further break down the intermediaries' group based upon the distance they travel, as this affects the role they play in the market and the amount of risk involved in their work.

Adapted from a Framework for Analyzing Alternative Institutional Arrangements for the Cereals Market Information System in Mali, by Kimberly M. Aldridge



**Exhibit 1      The Market Food Chain:**  
Farm Products Flow from Producer to Consumer

### 3.1.2 Survey Instrument

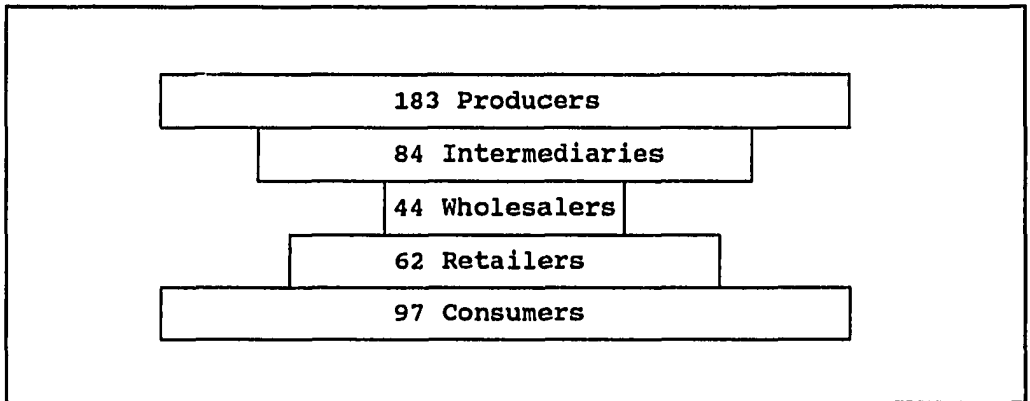
A questionnaire was developed for each type of respondent except for the consumer for whom a single questionnaire, for both the impact assessment and the needs assessment, was developed. Questionnaires were developed for the following categories of respondent:

Cereal Producer	Vegetable Producer
Cereal Intermediary	Vegetable Intermediary
Cereal Wholesaler	Vegetable Wholesaler
Cereal Retailer	Vegetable Retailer
Consumer	

### 3.1.3 Number of Respondents

For the impact assessment, 181 people involved in the production and commercialization of cereals were interviewed. For the needs assessment, 191 people involved in the production and commercialization of cereals were interviewed. For both studies 97 consumers were interviewed.

The producers and the consumers, who make up the largest part of the population, are found at either end of the market food chain. Moving inward, the number of economic operators in the intermediary and retailer groups are fewer, and at the midpoint the number of wholesalers is even fewer. As a census of the population of these groups, in Chad was not available at the time of this study, a population sample was developed (illustrated below) to reflect the proportions of each category. These numbers are not necessarily proportional to Chad's total population but should be adequate to assess the population's perception of the benefits of the MNS Cereal Price Broadcast.



**Exhibit 2** Population Sample for the Impact Assessment and the Needs Assessment for the Market News Service Price Broadcast

#### **3.1.4 Site Selection**

Individual interviews were conducted at a total of thirty sites. In order to maximize the possibility of finding the selected categories of respondent, it was decided to interview in the market. Once the market was established as the location where the interviews would be conducted, markets were then chosen according to the following criteria:

- Markets covered in the Cereal MNS Needs Assessment Study by BDR, March 1993.
- Cities covered in the Market News Service Broadcast.
- Large towns between the MNS Broadcast cities.
- Active collectors markets.
- Random rural village markets.

- Large vegetable producing areas.
- Large cereal producing areas.

For every city or large town, an active collectors market was selected. Thus the travel plans were arranged based upon the day the collectors market was held, and in some cases on the market days of large towns. A rural village market was chosen outside of each city or large town at random, based on the day that was convenient to traveling plans.

Because a major part of Chad's population is concentrated around the area of N'Djamena, it was decided to divide N'Djamena, its collectors markets and its rural markets into N'Djamena-north and N'Djamena-south. During two days, interviews were carried out in different N'Djamena markets, a collectors and a rural market north of N'Djamena and the same in the south of N'Djamena.

### **3.2 RESEARCH QUESTIONS**

After looking at listenership, the benefit perceived by the listeners of the MNS Cereal Price Broadcast was examined in relation to the project's objectives. In-depth individual interviews were conducted to see whether traders, producers, and consumers perceive that they are making better economic decisions using information provided by the broadcast.

Specific areas of interest to this study are:

- Do listeners perceive that risks are being reduced for stocking, sales and transport?
- Are producers and consumers bargaining more effectively? Do producers see themselves receiving higher prices for their produce; do consumers see themselves paying less for their food?
- Is there an increase in crop storage?
- Are producers using price information to decide how much and what to plant?
- Is this broadcast filling a need for information? Is it perceived to be useful? What is the economic operators' knowledge of prices outside the information they get through the MNS Price Broadcast?
- Is the broadcast's information clear and easily understood by the target audience?

As stated in the introduction, this study is not set up to measure increased profit margin or volume of sales. It does, however, show how the broadcast is perceived to be useful.

### **4. THE EFFECTS OF A MARKET INFORMATION SYSTEM (MIS)**

Before assessing whether the MNS Price Broadcast has had an effect on the target populations, indicators of change had to be identified.

For the purposes of this study, the consultant, with the aid of members of the SIM staff, developed a list of MIS effects using the DAI project objectives, the consultant's TDY objectives, and other documents pertaining to the effects of a MIS. The list below was used to develop the questionnaires used in the impact assessment.

### **The Effects of a Market Information System (MIS)**

1. Publishing price information encourages general growth of marketing agricultural products and entry of new economic operators into the market.
2. Diffusion of price information encourages competition among traders.
3. Availability of information on markets and prices assists economic operators in making more effective economic decisions.
  - A. Monopolies of information cease to exist, where:
    - a. Producer's bargaining power is increased
      - negotiations are simplified
      - revenue is increased
    - b. Consumers have more information so;
      - negotiations are simplified
      - they are able to make a more judicious choice of where to buy and what product to buy
    - c. Traders will know where they can find better prices for buying and selling, thus assuring the circulation of products.
  - B. Economic operators will increase or decrease their stock according to the information they receive. The transfer of products will also vary depending on the information received.
  - C. Information stimulates producers to better plan their production, varieties and quantities.
4. A MIS contributes to food security.
  - A. Price information helps reduce the risk involved in storage, sales, transport and production of agricultural products.
  - B. Fluctuations in market prices stabilize.

## **5. FINDINGS**

To assess the impact of the MNS Price Broadcast on the target population, it is first necessary to identify the target audience of the broadcast, and then to find out who, among those, is listening to the broadcast.

Then, it is necessary to examine the expected effects of a market information system (MIS), of which the MNS Price Broadcast is one element, in order to determine whether the target audience is experiencing these effects.

It is also important to determine whether there are factors inhibiting the target audience from acting on the information provided by the broadcast. For example, is the content sufficient for use by the listeners and is the presentation of the information easily comprehended by the MNS Price Broadcast's audience.

Listed in the section "Research Questions" are areas of interest examined in this study. These areas were developed using "the effects of a MIS" shown in the section above.

### **5.1 FACTORS LIKELY TO INFLUENCE THE FINDINGS**

Three factors likely to influence the findings, are the time of year the study was carried out, the agricultural conditions of the country, and ONC requesting bids by cereal traders for large quantities of cereal.

The study was carried out at about the time of harvest for the country. This year's harvest was poor, word of famine was spread throughout the country, and people's actions in the market may have been influenced because of the coming famine.

A few weeks before the interviewers went out to do the fieldwork, ONC requested bids from cereal traders. People in the markets would sometimes confuse the interview teams with people from ONC, possibly biasing some of their responses.

### **5.2 RESPONDENT PROFILE**

It is useful to know the profile and characteristics of MNS Price Broadcast listeners in order to determine who finds the data useful, and how to better meet their needs. It may also help to identify groups that are not listeners and enable the SIM to investigate whether this is through lack of interest, inappropriate timing of the broadcast or for other reasons.

**Exhibit 3      BREAKDOWN OF THE POPULATION SAMPLE FOR THE TWO STUDIES**

Occupation	For Vegetables	For Cereals	Total	Total %
Producer	95	88	183	39%
Intermediary	49	35	84	18%
Wholesaler	16	28	44	9%
Retailer	32	30	62	13%
Consumer	for both studies		97	21%
Total #	191	181	470	100%

**5.2.1 Consumers**

As the teams conducted interviews in the market, the majority of consumers interviewed were small scale vendors or petty traders (30%). The "Others" group (22%) was the second largest, including rural extension agents, herders, people who work in the marketplace (hauling, transporting goods), and people with no occupation.

**Exhibit 4**

<u>Consumers</u>	<u>Number</u>	<u>Total %</u>
Vendors	29	30%
Other	21	22%
Producer	17	18%
Housewives	15	15%
Civil Servants	13	13%
Transport	2	2%

**5.2.2 Producers**

Although the producers were divided into vegetable and cereal producers, depending on the product they were selling in the market, producers are generally not mutually exclusive with the products they cultivate. Only 15% of vegetable producers cultivate only vegetables, although 46% of cereal producers cultivate cereals exclusively.

The top five cereals grown by the vegetable producers, and the top five vegetables grown and/or processed by the cereal producers, ranking from most responses to least are:

**Exhibit 5      Vegetable Producers  
Top 5 Cereals:**

1. Millet
2. Red Sorghum
3. White Sorghum
4. White Berberé
5. Red Berberé

**Cereal Producers  
Top 5 Vegetables:**

1. Fresh Okra
2. Dried Okra
3. Sorrel (*Oseille*)
4. Peanuts
5. Fresh Tomatoes

**5.2.3 Traders**

Those involved in the buying and selling of produce, intermediaries, wholesalers and retailers, are more exclusive than producers as to whether they deal in vegetables or cereals. The top 9 products sold by the vegetable and cereal traders, ranking from most responses to least are:

**Exhibit 6      Vegetable Traders  
Top 9 Products:**

1. Dried Okra
2. Onions
3. Garlic
4. Fresh Tomatoes
5. Dried Tomatoes
6. Fresh Okra
7. Lettuce
8. Peanuts
9. Fresh Piment

**Cereal Traders  
Top 9 Products:**

1. Millet
2. Red Sorghum
3. White Sorghum
4. Red Berberé
5. White Berberé
6. Peanuts
7. Corn
8. Dried Beans
9. Sesame

**5.2.4 Gender**

Of the 470 interviews, 193 were with women and 277 were with men. The breakdown is as follows:

**Exhibit 7      BREAKDOWN OF INTERVIEWS BY GENDER**

Occupation	% of Women	% of Men	% Total
Producer	39%	61%	100%
Intermediary	44%	56%	100%
Wholesaler	7%	93%	100%
Retailer	84%	16%	100%
Consumer	32%	68%	100%

An effort was made to provide the study with the percentage of representation of each gender that matches their occupational representation. This is reflected in the case of the retailers, of whom the majority are women; the wholesalers, of whom the majority are men; and the intermediaries who are approximately equally divided. Because of the small number of women in the wholesaler category, and the small number of men in the retailer category, data for these categories are not analyzed by gender.

Constraints were found in interviewing women in the producer and consumer categories, mainly because of their unavailability. Women consumers who generally came to the market to buy food to prepare the afternoon or evening meal, often said that they did not have the time or did not want to be interviewed. Women producers were not always easy to approach for interviews in the north. The interviewer was often met by a refusal from the woman, or when the interviewer was male, from the woman's husband. For these reasons, some of the interviewers had a tendency to interview more men regardless of efforts to match occupational representation.

### 5.2.5 Age

The respondents varied in age from 20 to over 50 years old. The following table shows the breakdown<sup>3</sup>:

<u>Age</u>	<u># of Respondents</u>	<u>Total %</u>
20-30	138	30%
30-40	163	36%
40-50	121	27%
50 plus	34	7%

## 5.3 LISTENERSHIP

Because of differences in the methodology used by the team of interviewers who covered Mongo and AmTiman, their data are not included in this section on Listenership. Therefore, the total sample used for this section is 334 people.

The MNS Price Broadcast is able to meet the information needs only of those who listen to the radio<sup>4</sup>. As 69% of our target population listen to the radio, it then becomes the goal of the broadcast firstly, to make the target population aware of the program to give them the option of listening, and secondly, to meet their information needs; that is, to broadcast information that they will be able to use.

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<sup>3</sup> 14 people did not respond to the question

<sup>4</sup> It might be possible for the broadcast to inform someone who doesn't listen to the radio if that person receives the information second-hand from a listener, but as second-hand information of this sort can be unreliable, the person will not be able to use this information as effectively.

**Exhibit 8      WHO LISTENS TO THE RADIO?**

Occupation	% of all Women in category	% of all Men in category	% Total for category
Producer	50%	61%	56%
Intermediary	68%	70%	69%
Wholesaler	not analyzed by sex		88%
Retailer	not analyzed by sex		70%
Consumer	83%	87%	85%
Total %	63%	74%	74%

Overall, 63% of the women interviewed, and 74% of the men interviewed, listen to the radio.

In this study, the respondents were first asked generally where they obtained their price information. Then they were asked to list the programs that they followed on the radio. If the MNS Price Broadcast was not among the programs named, they were then asked directly whether they listened to it. Respondents who "heard of" the price broadcast, but had never actually heard the program, were not interviewed further as listeners.

Of the 230 (69%) respondents who listen to the radio, 202 (88%) listen to the MNS Price Broadcast. The breakdown by category and gender shows the following:

**Exhibit 9      WHO LISTENS TO THE MNS PRICE BROADCAST?**

Occupation	% of all Woman in category	% of all Men in category	% Total for category
Producer	66%	89%	80%
Intermediary	74%	85%	80%
Wholesaler	not analyzed by gender		100%
Retailer	not analyzed by gender		93%
Consumer	58%	100%	90%

It is of interest to note that while the percentages of men and women in the intermediary category who listen to the broadcast are close, the percentages in the producer and consumer categories are disparate.

In order to understand who listens to the broadcast and who does not, it is necessary to examine access of the target audience to the program, and to determine who of the target audience owns a radio and, therefore, has control over what is listened to. The following is a breakdown of radio access ranked according to control over the radio:

**Exhibit 10 WHOSE RADIO DOES THE AUDIENCE USE TO LISTEN TO THE PRICES?**

Occupation	Personal	Spouse's	Family's	Other	Total %
Producer M	72%	—	12%	16%	100%
	17%	46%	8%	29%	100%
Intermediary M	82%	—	9%	9%	100%
	57%	43%	—	—	100%
Wholesaler	80%	—	12%	8%	100%
Retailer	48%	18%	30%	4%	100%
Consumer M	80%	—	5%	15%	100%
	20%	30%	—	50%	100%
Total %	62%	13%	11%	14%	100%

Although it is shown that over half of the target audience who listen to the radio have easy access to the broadcast, 14% have some difficulty as they must go to a friend's or neighbor's house in order to listen. The other 24% may have easier access, but lack of control over whether or not they listen to the MNS Price Broadcast, as it is generally presumed that it is the owner of the radio who selects program.

Not only is radio ownership a factor in whether or not the target audience has access to, and thus listens to, the broadcast, but it also affects the frequency with which the target audience listens.

**Exhibit 11 HOW OFTEN DO THE BROADCASTS' LISTENERS LISTEN?**

How Often	Producer	Intermediary	Wholesaler	Retailer	Con-sumer	Total %
Weekly	74%	67%	80%	75%	43%	49%
3-4 Times/Week	6%	—	5%	12.5%	29%	33%
Rarely	21%	33%	15%	12.5%	28%	18%

Overall, the listening regularity of the broadcast's audience by occupation is proportionate to that of radio ownership (Exhibit 10). The MNS Price Broadcast has a large percentage of regular (weekly) listeners and a large percent of radio owners.

**Exhibit 12      REGULARITY OF LISTENING BROKEN DOWN BY GENDER**

Occupation	Weekly		3-4 Times/Week		Rarely		Total %	
	M	F	M	F	M	F	M	F
Producer	81%	43%	7%	—	11%	57%	100%	100%
Intermediary	80%	50%	—	—	20%	50%	100%	100%
Wholesaler	73%		13.5%		13.5%		100%	
Retailer	63%		26%		11%		100%	
Consumer	53%	10%	31%	20%	16%	70%	100%	100%
Total %	57%	33%	32%	35%	11%	32%	100%	100%
Total %	49%		33%		18%		100%	

When this is broken down by gender (Exhibit 12), it is shown that females have a significantly lower rate of listening regularity than males. When looking at radio ownership among female producers (Exhibit 10), listenership and ownership are proportionate only when the spouse's radio is included in personal ownership.

The female intermediaries listening regularity may be explained because 36% of the women do not have regular access to radios as their occupation necessitates them to travel and the radio belong to their husband. This leaves 64% of the women intermediaries with regular access to a radio, a percentage closer to the 50% of female intermediaries who listen regularly.

Of the female consumers interviewed, 81% lived in the market town where the interview took place. Of these, 100% of the female consumers interviewed in the markets of the large cities (N'Djamena, Moundou, Sarh and Abeché) and 100% of the female consumers interviewed in the large towns (Biltine, Doba, Mongo, etc.) were from the market town in which they were interviewed. In the rural markets, 67% of the female consumers were from the same village, whereas 33% were generally from the surrounding towns. Although these women may have decent access to a radio (50% including their spouse's), the incentive to listen regularly to the MNS Price Broadcast may be lower than that of the other categories of economic operators interviewed.

Looking at the overall picture, of 69% of the target population who listens to the radio, 88% of this group, roughly one million people in Chad, listen to the MNS Price Broadcast. This high rate of listenership shows that the broadcast is of interest to the population. When 49% of the population who listens to the broadcast are regular listeners, that is to say they listen weekly, this also shows that the broadcast is of importance to its audience.

Because it was found that the MNS Price Broadcast has neither problems with audience awareness of the program, nor listenership, it is possible to focus on the more complicated issues. These include usefulness of the price information to the target audience; the extent of the usefulness, and ways in which the program be fine tuned to further help the target audience.

## 5.4 EXPECTATIONS AND ACTUAL USE OF THE CEREAL PRICE BROADCAST

After seven months of cereal prices broadcast, it is interesting to compare the listeners' expectations of how they thought they would use the price information before the MNS Cereal Broadcast, to their actual use of the price information. Following up on these pre-MNS Price Broadcast expectations adds a longitudinal dimension to the study process.

Before the MNS Cereal Price Broadcast was launched, the Bureau de Développement Rural (BDR) carried out a needs assessment for the target population of producers, traders and consumers. The BDR study asked the participants how they believed they would use price information if it was broadcast. Their responses are below, are ranked from most frequent to least frequent.

Exhibit 13 EXPECTATIONS OF USERS OF THE MNS CEREAL PRICE BROADCAST

Producers	Wholesalers	Intermediaries and Retailers	Consumers
1. To increase my bargaining power	1. To decide at what price to sell	1. To decide at what price to sell	1. To increase my bargaining power
2. To choose when to sell	2. To decide what price to pay	2. To decide what price to pay	2. To decide what cereals to buy
3. To choose where to sell	3. To increase my bargaining power	3. To increase my bargaining power	3. To decide where to buy
4. To verify the intermediaries prices	4. To verify the intermediaries prices	4. To decide where to sell	
	5. To decide where to sell	5. To verify the intermediaries prices	

Because the producers, traders and consumers differ somewhat not only in the content of the responses, but also in how they rank their responses, expectations and actual use of the price information will be examined for each of the three categories before conclusions are drawn about the target audience as a whole.

### 5.4.1 Producers

#### Bargaining Power

The first expectation of the producers was that the MNS Price Broadcast would help them increase their bargaining power.

*"The prices in N'Djamena are almost identical to the prices that we practice in our markets, because in following these (N'Djamena) prices we try to regulate the prices of our markets."*

- #34 Cereal Producer, Bedigri

*"Last month I heard on the radio that the coro of sorghum costs 125 cfa, directly I raised my price 10 cfa and my buyers continued to buy."*

- #10 Cereal Producer, Bitkine

*"I accuse the radio because of the prices that I am charged. The farmers who know the prices (of the MNS markets) are no longer lowering their prices so that we (are able to) make more money."*

- #314 Cereal Intermediary, Bedigri

In order to look at bargaining power and to determine if friction or harmony between the producer and the buyer was increased, the interviewers asked what advantages and what disadvantages the price broadcast had on negotiations. While 72% of the respondents claimed that there were no advantages, and 75% said there were no disadvantages, 21% found the price broadcast advantageous in helping the producer make decisions and rest firm on his prices (see the comments from the respondents above). Taken generally, the respondents explained that the MNS Price Broadcast facilitated the negotiation, helped them to fix their price and increased their bargaining power. Complication of negotiations between the producer and the buyer was the disadvantage cited by 5% of the respondents to the question on the "disadvantages".

### Selling at a Better Price

At the time the field work of this study was being carried out, harvest was in progress and the major issue concerning the population as a whole was that this year will be a year of famine. Although 10% of the producers responded positively to the question "Have you sold your cereal at a better price because of this broadcast?", 90% responded negatively, with the majority explaining that either they do not plan to sell their harvest for the moment, or that this is not the right time to sell. This question was asked to find out if producers had increased bargaining power for their sales. As, according to producers, this is not the time of year to sell, this shows that producers are deciding when to sell, which was expressed as their second expectation.

### Stocking

Exhibit 14 ARE YOU STOCKING MORE BECAUSE OF THE PRICE INFORMATION?

Producers	# Responses	% Total
YES	66	75 %
NO	22	25 %

When asked whether they were stocking more because of the prices diffused on the MNS Price Broadcast, the majority of the producers (75%) replied positively. Of those who answered the question "why", respondents said that their stock was for consumption purposes (11 of 27). This is an example of rural food security due to information provided by the MNS Price Broadcast. Others said that they would sell when the prices rose (11 of 27). On the average, these two groups are stocking 14.5 sacks of cereal with those who would like to sell later showing a tendency to stock slightly more than those who plan on consuming their stock.

## Planning

Planning is the area that is most cited by producers in their expectations for using the price information. Choosing when to sell, choosing where to sell, and verifying the intermediaries prices, are all aspects of planning.

When asked whether they found any advantages or disadvantages at home because of the broadcast, the majority of respondents replied that they did not. Of them, 47% said they found no particular advantages and 91% said they found no particular disadvantages<sup>5</sup>. Of those responding to the question about whether they found any advantages from the broadcast, 33% said that it helped them to plan.

Responses to the question "Are you selling at a better price?" and exhibit 14, where a majority of producers are stocking their production, and where the producers responded that they had not sold at a better price because it was not the time to sell, are aspects of using the MNS Price Broadcast for planning purposes.

The effect on short-term planning decisions is illustrated below by this comment from a producer:

*"(This broadcast) helps me to anticipate the quantity that I need to sell in order to meet the needs (of my family). Also, my husband does not bother me now, because before he would go verify (the price of what was sold) in the market before collecting the money from me."*

-#134 Vegetable Producer, Kaga

The effects of the broadcast information on long-term planning decisions is shown by the high percentage of people stocking their products and by production planning, discussed in the next section.

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<sup>5</sup> Two separate questions were asked.

Exhibit 15      HAVE YOU DECIDED TO CHANGE THE PRODUCT YOU CULTIVATE?

A cereal producer, interviewed in a rural market outside of Sarh, a good cereal and fresh vegetable producing area, explained to us that he had heard the price of dry tomatoes sold in Abeché, and that these prices were low, similar to the prices of the cereals he was selling in his area.

*"I would like to dry some tomatoes and some eggplant to bring in some money, the price is very high at Sarh. ORT is beginning to work in this field (vegetable drying) and will show people how to dry vegetables."*

- #29 Cereal Producer, Kaga

Maybe it was the MNS Price Broadcast that brought this producer to awareness, and ORT that pushed him into action to make the attempt at vegetable drying. Or it could have been that the MNS Price Broadcast gave him the courage to make a firm decision to try something new. In either case the MNS Price Broadcast has proved useful to this producer.

To make production decisions, using long-term planning, is another way the respondents are using the price information. Of the cereal producers who listen to the MNS Price Broadcast, 8.5% have decided to actually change or add to the products they cultivate, or to increase the area they cultivate in hopes of increasing their incomes. An example above (Exhibit 15) illustrates this. Although 8.5% may not seem like a significant percentage, when it is learned that the MNS Price Broadcast had been on the air for only seven months and that vegetable prices had been broadcast only two months before the study began, this 8.5% becomes more significant because it represents the population's leaders of change and a relatively rapid economic adaptation.

It appears that the way producers are able to use the MNS Price Broadcast not only meets their expectations, but also benefits them more than they had expected. They report being moved to stick to the prices that they believe are correct. This is showed by producers who say that they have been able to sell at a better price. Many producers are stocking their products and making decisions on when to sell. Although producers were not asked about decisions they have made about where to sell, the following comments show that some do use this information to decide where to sell.

*"Because I am a large-scale farmer, price information is pertinent to me. I can make decisions on the choice of where I sell, as I am (also a bush taxi) driver, I can bring my cereal to another town such as AmTiman."*

- #213 Consumer (Producer), Domaye

*"There is one thing I have noticed. The youths here who usually sell their produce have changed their way of doing it. They now prefer to rent transport vehicles (or space) and to go elsewhere to sell, like to the markets of the large towns, especially Moundou and Sarh. Others go directly to N'Djamena. This could be an effect of the MNS Price Broadcast."*

- #34 Cereal Producer, Bedigri

### 5.4.2 Traders

The first three expectations, cited in the BDR study, that traders had about how they would use the MNS Price Broadcast, were that it would help them make decisions on the price at which they would sell, the price at which they would buy, and that it would help them increase their bargaining power.

Exhibit 16 HAVE YOU SOLD AT A BETTER PRICE?

	# Respondents	% of Total
YES	22	35 %
NO	41	65 %

Estimated profit: 787.5 fcfa per sack

Estimated selling price: 4,836 fcfa per sack

*16% benefit by using information from the MNS Price Broadcast*

#### Buying and Selling at Better Prices

Although only 15 of the 22 traders who responded positively, explained why they had sold at a better price because of the MNS Price Broadcast (Exhibit 16), six of these 15 stated that it was because of their increased bargaining power. From the examples the respondents (16) gave of their perceived profit, they had made an estimated profit of 787.5 fcfa per sack of cereal in sales, with a minimum profit of 150 fcfa and a maximum profit of 3,000 fcfa. The sacks of cereal were sold at an estimated price of 4,836 fcfa, ranging from a minimum of 2,500 fcfa to a maximum of 7,000 fcfa.

Exhibit 17 HAVE YOU BOUGHT AT A BETTER PRICE?

	# Respondents	% of Total
YES	15	23%
NO	49	77%

Estimated savings: 655 fcfa per sack

Estimated buying price: 4,409 fcfa per sack

*15% saved by using information from the MNS Price Broadcast*

For those responding that they had bought at a better price, the average of their perceived price advantage (the "I bought it for X fcfa less") was 655 fcfa per sack with a minimum reduction of 250 fcfa and a maximum of 1000 fcfa. The sacks of cereal were bought at an estimated price of 4,409 fcfa, ranging from a minimum of 2,000 fcfa to a maximum of 5,750 fcfa.

The traders were quite forthcoming with examples when asked if they had bought or sold at a better price, but they were less so with answers to the question "why", except for a handful who had answered that having price information increased their bargaining power.

To determine why respondents were listening to the price information they were asked early on in the interview, if they followed any specific products in the MNS Price Broadcast. Overall, cereal traders answered that they follow cereal prices, the top three of which are red and white sorghum, and millet, and close behind, white and red berberé. The number of cereal price listeners who said that they listen to the vegetable prices broadcast dropped to about half, showing that, within the target audience, there are discriminatory listeners.

By examining why traders follow certain products in the MNS Price Broadcast, it is possible to understand why some of the respondents are buying and selling for better prices. The most frequent answer (52%) to why they follow specific products was "because I buy and sell these products". Next (22%) was, "it helps me to plan my activities". Other responses included were to keep informed about agriculture in the country, to follow the evolution of prices, to decide what product to buy and sell, and "other". Traders follow price information because they are interested in using it in their commercial activities.

*"I have to follow the price information because this news concerns my commercial activities."*

- #724 Cereal Wholesaler, N'Djamena

*"This (white and red berberé) is my activity, and in my market we don't use anything other than berberé."*

- #312 Cereal Intermediary, Amhabilé

*"I follow uniquely the price of cereals because this is the object of my commerce."*

- # 501 Cereal Retailer, Bousso

### Storage

Over half (54%) of the cereal intermediaries responded positively when asked if they are stocking cereal because of the MNS Price Broadcast, although only four of the 19 who said they were stocking because of the broadcast gave examples of how much they stocked. These respondents are stocking 10 to 100 sacks of cereals, (examples given being 10, 14, 60 and 100 sacks). The intermediary who is stocking 100 sacks of cereal is also stocking 50 sacks of dried tomatoes because of price information he heard on the MNS Price Broadcast.

### Changes

One of the traders' last two pre-MNS Price Broadcast expectations for information use is "to decide where to sell". Not only have 14% of the traders responding to this question sold in a new place, but also 10% bought in a new place. In most of the examples given, the trader traveled to the next largest town, staying within a certain distance of their own region (Moundou buying at Bodo, Mongo buying at AmTiman, N'Djamena buying at Bousso, Mongo Selling at N'Djamena, Doba selling at Moundou, Moundou selling at Leré). There were some exceptions however, a wholesaler from AmTiman selling in N'Djamena and a retailer from Doba selling at Moundou and N'Djamena. Both of these groups (those staying

within their region and those traveling out of their region) are leaders of change. The first group may be those who take more calculated risks; the second, those who take greater risks. These are the numbers that will normally be the slowest to evolve because of the amount of risk involved in the change. Generally, once people have contacts and are comfortable in the places where they buy or sell, it becomes difficult and frightening to change and to try something new.

*"I have not changed the places (where I buy/sell) because I have a lot of experience in the places I usually go. In this sense I cannot change."*

- #314 Cereal Intermediary, Sarh

Although it sometimes may be difficult to make changes, those who do so increase competition for the others, eventually forcing them also to modify their behavior.

CHANGES

A cereal intermediary went to Moundou for the first time, bringing 14 sacks of red sorghum. He sold the sacks for 4,500 fcfa each, making a profit of 500 fcfa each per sack, a total of 7,000 fcfa.

*"...because at Moundou I observed that the price was a little better. This program helps us to sell in another place, such as Moundou as I just told you about."*

- #320 Cereal Intermediary, Bodo

Another change that the traders' group made is in the products that they sell. Because of information heard in the MNS Price Broadcast, 14% of the respondents made changes in the products they sell.

Relationships

To determine whether the way that one group (producers, traders, consumers) uses the MNS Price Broadcast affects the activities of the other, traders were asked to explain what advantages and disadvantages the price broadcast gave them with their suppliers and their buyers.

Exhibit 18      ADVANTAGES FOUND IN DEALING WITH SUPPLIERS

<u># Respondents</u>	<u>%</u>	
30	51 %	No advantages
15	25 %	Facilitates the negotiation process
5	9 %	Increases my bargaining power
3	5 %	Helps me in my work
3	5 %	Enables me to verify prices
3	5 %	Other reasons

Twenty-five percent of the respondents, who were asked if they found any advantages because of the program, replied that it makes negotiating easier.

*"The producers are as informed just as I am. They understand that I need to have my margin of profit, so they don't try to complicate things for me.*

- #418 Vegetable Intermediary, Bedigri

Five of the 59 respondents said that the MNS Price Broadcast increased their bargaining power (9%), and, in response to the traders' expectation of being able to use the broadcast to verify prices of the intermediary (from the BDR needs assessment), 5% of the 59 respondents cited this as an advantage.

#### Exhibit 19      DISADVANTAGES FOUND IN DEALING WITH SUPPLIERS

<u># Respondents</u>	<u>%</u>	
44	77%	No disadvantages
8	14%	Complicates the negotiation process
5	9%	Other reasons

For the majority of the respondents, there are neither advantages nor disadvantages to be found in dealing with their suppliers, although for some respondents no advantages and no disadvantages may vary in meaning.

*"There are no disadvantages because the producers have not yet understood what the MNS Price Broadcast is about."*

- #713 Cereal Wholesaler, Doba

*"The price information broadcast on the radio is not about our market here, so there's no problem."*

- #603 Vegetable Retailer, Mongo

For 8 of the 57 respondents the MNS Price Broadcast complicated the negotiation process (Exhibit 19). This, as illustrated by the comment below, depends on who exactly, is the supplier and who is the buyer.

*"It (the price broadcast) helps me to negotiate with my suppliers. If I know that the sack is at 7,500 fcfa (in Abeché) and if he (my supplier) asks me for 15,000 fcfa I won't give it to him because I already know the price from the radio."*

- #605 Vegetable Retailer, Mongo

When asked if the MNS Price Broadcast created any advantages or disadvantages in traders' relations with their buyers, the majority of the respondents said that they found none.

## Exhibit 20    ADVANTAGES IN DEALING WITH BUYERS

<u># Respondents</u>	<u>%</u>	
33	53%	No advantages
21	19%	Helps the negotiation process
10	16%	Helps me in my business
3	5%	Helps me decide my price
3	5%	Increases my negotiating power
1	1%	Other reasons

## Exhibit 21    DISADVANTAGES IN DEALING WITH BUYERS

<u># Respondents</u>	<u>%</u>	
48	81%	No disadvantages
5	8%	Other reasons
4	7%	Buyers use these prices for negotiation purposes
2	4%	Complicates the negotiation process

Of traders responding that they had found advantages in dealing with their buyers because of the broadcast, they spoke mainly about the price information helping them to make and stick to decisions about the price they would accept for the product they were selling.

Of traders responding that they had found disadvantages in dealing with their buyers because of the price broadcast, the disadvantages concerned the buyers using the prices for negotiation purposes and complication of the negotiation process, including complications because some of the buyers do not listen to the MNS Price Broadcast.

*"(I have) difficulties with the men and women who don't follow the (price) information."*

- #511 Cereal Retailer, Sarh

Overall, the way in which traders are using the MNS Price Broadcast appears to be meeting their expectations. Some traders are aware that with the benefits of the broadcast, there may also be drawbacks. For example, producers acting as suppliers are becoming stronger in their bargaining power, and when dealing with each other (retailer-wholesaler, intermediary-wholesaler) the bargaining power of the buyer is increasing.

### 5.4.3 Consumers

Consumers' expectations of how they would use the price information were few and simple: To increase bargaining power, to decide what cereals to buy, and to decide where to buy.

#### Planning and Decision Making

When asked why they listen to information about certain products in the MNS Price Broadcast, the consumers interviewed responded strongly (43%) that the price information helps them in planning and decision making.

**Exhibit 22 WHY DO YOU LISTEN TO THOSE PARTICULAR PRODUCT PRICES?**

# Respondents	% of Total	
19	43%	To help me in decision making, planning
10	23%	To keep me informed
7	16%	Because I buy/sell these products
5	11%	Other reasons
2	5%	To choose what to buy
1	2%	To increase my negotiating power

Corroborating information obtained from the consumers interviewed showed that "helping in decision making and in planning" in the home is the major advantage (33%) derived from the broadcast.

*"It permits me to see whether it is time to quickly stock some cereals at home or not."*

- #207 Consumer, Gougouri I

Eighty-seven percent (87%) of the respondents found that the broadcast has "no disadvantages" for home life and 83% found that it creates no disadvantages in their relationship with their suppliers, but that it does create some advantages. After the majority (59%) who say that they find no advantages with their suppliers, 15% of the respondents stated that the MNS Price Broadcast increases their negotiating power and 9% stated that it facilitates negotiation.

**Bargaining Power**

When asked if they had been able to negotiate better prices because of the MNS Price Broadcast, 46% (26 of 57) responded positively. Of the 17 giving reasons 56% (9) said that they bought at a better price due to their increased bargaining power because of the Price Broadcast.

**Exhibit 23 HAVE YOU BEEN ABLE TO NEGOTIATE BETTER PRICES?**

Consumers	# Responses	% Total
YES	26	46%
NO	31	54%

Estimated savings: 433 fcfa per sack 44 fcfa per coro  
 Estimated buying price: 4,204 fcfa per sack 213 fcfa per coro  
 10% saved per sack and 21% saved per coro for both cereals and vegetables because of price information from the MNS Price Broadcast.

Eighteen consumers gave examples of how they negotiated a better price. Their perceived savings on a sack of produce averaged 433 fcfa, ranging from a savings of 100 fcfa to 1,500 fcfa per sack, at an estimated buying price of 4,204 fcfa per sack, ranging from 1,000 fcfa to 7,000 fcfa per sack. The perceived savings on the coro of produce is averages at 44 fcfa per coro, ranging from 5 fcfa to 175 fcfa. Coros of produce costed an estimated 213 fcfa, ranging from 50 fcfa to 500 fcfa per coro.

Overall, it appears that the expectations of the consumers have been met. They perceive their bargaining power to be increased. And, when grouping the two expectations, "To decide what cereals to buy" and "To decide where to buy", under one category, "decision making and planning", the way in which the MNS Price Broadcast is useful to consumers is fulfilling their expectations.

Producers, traders and consumers are using the MNS Price Broadcast in more ways than they had expressed for the BDR needs assessment. The broadcast is perceived by them to be useful. After only seven months of price information aired, a significant percentage of the population surveyed has stated that their bargaining power is increased and that they are using this broadcast for planning and decision making purposes.

From findings on producer price knowledge in the Millet and Sorghum Marketing Study (see Annex C) it appears that the MNS Price Broadcast is supplying producers with information for which they normally do not have either up-to-date or accurate access, thus enabling them to make better economic decisions.<sup>6</sup>

## 5.5 CHANGES DESIRED BY THE RESPONDENTS

To enable the target audience to use price information more effectively in making economic decisions, cereal producers and traders were asked how, and if the MNS Price Broadcast should be modified or changed.

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<sup>6</sup>Although this study attempted to assess trader price knowledge it was not possible to use the data collected as it was incomplete for analysis purposes.

### 5.5.1 Products

In order to have an overall (rather than regional) view of cereal or product price information desired by cereal producers and traders, data were analyzed by region for data collection sites as a whole. Products requested by 5% or more of the cereal producer and trader respondents are listed below:

20% - Peanuts	6% - Garlic
12% - Sesame	6% - Onions
9% - Corn	6% - Powdered Tomato
8% - Dried Beans	6% - Rice
6% - Cowpeas	5% - Fresh Okra
6% - Dried Okra	5% - Fresh Piment
6% - Dried Tomato	5% - Fresh Tomato

As the data above indicates that twenty percent is the greatest number of respondents requesting other products. Most of the listening audience is satisfied with the cereal whose prices are currently being broadcast. Respondents requesting additional cereals are most interested in the prices of peanuts and sesame. Although corn was requested by only 9% of the respondents and rice by only 6% of the respondents, the fact that interviews were not carried out in heavy rice or corn producing areas must be taken into consideration when decisions are made on products to add to the MNS Price Broadcast.

### 5.5.2 Markets

Only the markets from which it is possible to obtain price information, markets where SIM has previewed radios for the price collectors, have been culled from responses given by cereal producers and traders.

It is interesting to note that when the markets are analyzed by region (below), except for the market of AmTiman, all three regions, North, South, and N'Djamena, their choices of new markets to add to the MNS Price Broadcast are all within their own regions. Below are requests for additional markets, shown by region and ranked by frequency of request.

Exhibit 24    **MARKETS REQUESTED BY REGION**

NORTH	N'DJAMENA AREA	SOUTH
AmTiman	Bokoro	Doba
Mongo	Ati	Bodo
Bitkine	Bol	Bouso
Biltine	AmTiman	AmTiman
Ati	Bitkine	

When the entire sample of responses from cereal producers and traders is analyzed, the following results are shown. Requests by less than 4% of the respondents have been discounted.

- 17% - AmTiman
- 8% - Mongo
- 7% - Bitkine
- 4% - Doba
- 4% - Bodo
- 4% - Biltine
- 4% - Ati

As the data show, most of the MNS Price Broadcast listeners are satisfied with the four cities included in the broadcast. After the four cities, all regions are interested in hearing price information from AmTiman, which received the highest percentage of requests (17%). After AmTiman, the listeners are interested in prices from their regional markets.

5.5.3 Times and Languages

All respondents who listen to the MNS Price Broadcast were asked for both studies whether the time of the broadcast is convenient and whether they were satisfied with the languages used in the broadcast.

Before the MNS Cereal Price Broadcast was launched, a needs assessment was carried out, and, from the information gathered, the time of the broadcast was decided and the languages to be used were chosen. For both males and females, who have more time constraints, the time and languages chosen are on target.

Exhibit 25 IS THE BROADCAST TIME CONVENIENT?

	% of MEN	% Of WOMEN	% TOTAL
YES	92%	91%	91%
NO	8%	9%	9%

Exhibit 26 ARE YOU SATISFIED WITH THE LANGUAGES USED?

	% Of MEN	% Of WOMEN	% TOTAL
YES	93%	98%	94%
NO	7%	2%	6%

Of the 266 responses to these questions from the broad data set, the following languages were mentioned by the people who requested additional languages: Ouadaïenne (mentioned three times), Baguirmi, Hadjari, Marba, Moundang, Toupouri, and Zagawa (mentioned once each).

## 5.6 LISTENERS PERCEPTIONS OF THE BROADCAST

To determine whether the target audience understands the information contained in the MNS Price Broadcast, three questions were asked of the broad data set of the broadcast's listeners.

### Exhibit 27 IS THE INFORMATION EXPLAINED WELL?

	# Responses	% Total
YES	244	98%
NO	4	2%

When asked if the information was clear and easily understood, almost all of the respondents answered positively. However, when asked to list the market cities contained in the MNS Price Broadcast, a significant percentage of respondents mistaked the product origin markets for the market cities from where prices are broadcast.

### Exhibit 28 CONFUSION BETWEEN MNS CITIES AND PRODUCT ORIGIN

68% - Producers  
46% - Intermediaries  
8% - Wholesalers  
46% - Retailers  
39% - Consumers

Although a majority of respondents believe the information in the MNS Price Broadcast is clear (see Exhibit 27), as shown in Exhibit 28, the respondents are confusing the MNS cities and the markets of product origin. This means that although the respondents believe they understand the MNS Price Broadcast, they do not completely. This misunderstanding makes it more difficult, if not impossible, for economic operators to use the price information to make effective marketing decisions.

The third question, "Do the prices broadcast correspond to reality?", was badly phrased, and consequently, the responses could not be used to identify clarity problems in the broadcast. After modifications to the script have been completed, this question should be reworked and used with the two questions above to determine whether the changes are effective in correcting the problem.

## 6. RECOMMENDATIONS

After only seven months on the air, the MNS Price Broadcast is attracting 88% of those who listen to the radio, roughly one million people in Chad. With such high listenership, the MNS Price Broadcast is off to a good start; people are obviously interested in the information it presents.

Results of this study show that producers, traders and consumers all are actively using price information provided by the broadcast.

Producers reported using price information primarily for decision making and planning. Fieldwork for this study was carried out around harvest time when producers were listening to the broadcast and stocking their produce to eat or to sell at a later date. They spoke of beginning to plan their production for the next season in the hopes of increasing their income. Some were thinking about increasing their production surface or adding other crops to those they already grow.

Traders perceived an increase in bargaining power. Retailers reported being better able to negotiate with wholesalers, being able to decrease the wholesalers' profit margin. Intermediaries perceived themselves as being more easily able to negotiate with producers, as the producers know to leave a profit margin for the intermediaries. Some traders have started going to different places to buy and sell, a difficult behavior change as it requires establishing new contacts. This change also indicates an increase in competition among traders and movement of food for food security.

Consumers perceived an increase in bargaining power, and in being able to negotiate better prices. They also reported using the price information to help them in decision making and in planning.

With this good start, it is time now to begin fine tuning the MNS Price Broadcast to increase its effectiveness in meeting listeners' needs.

Listeners are satisfied with both the broadcast's time and languages used in the broadcast, so there are no adjustments required on that front; but requests have been made for additional products and markets.

The MNS Price Broadcast project goal states that:

"By the end of the project, a functioning MIS for cereals and horticultural crops will be providing demand-driven twice-weekly market reports on Radio Chad on up to 10 cereals in 50 markets and on a minimum of 4 vegetables in 15 markets."<sup>7</sup>

At present, the MNS Cereal Price Broadcast is diffusing prices for six cereals in four markets. Before the SIM decides on products and markets to add, it must take into account its capacity to handle more than the products and markets presently being covered.

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<sup>7</sup> From the AMTT Project Technical Proposal, Chapter 2, p. 21, DAI, 1991.

It must also examine the needs expressed by the target population for MNS Price Broadcast to decide whether the project goals continue to be relevant to these needs and if it is necessary to modify these goals.

### **New Products**

Before additional cereals are added to the MNS Price Broadcast, requests from the respondents for other types of products should be considered. Twenty percent of respondents reported an interest in the addition of peanuts prices and 12% of the respondents requested sesame prices. All other products were requested by less than 10% of the respondents. It must be noted that this study was not carried out in heavy rice and corn producing regions, and therefore, the addition of rice and corn price information should be investigated, and, possibly, that of dried beans and cowpeas, as these are also staple products in significantly large areas.

### **New Markets**

At this point in time, the feasibility of including many more markets to the broadcast is neither logistically sound nor overwhelmingly requested by listeners. Few additional new markets were widely requested. AmTiman, was requested by 17% of cereal producer and trader respondents, it was the most widely requested additional market. AmTiman would be a good market to add to the broadcast as it is in a major cereal producing area. Later, if the SIM has the capacity to manage other markets and provide regular, accurate price information, a few key secondary markets could be added one region at a time, (e.g.. one for the lake region, one for the heavy rice producing region, important crossroads markets such as Mongo or Doba). These additional markets should be considered only if the SIM has the capacity to manage them well. It is of more value to the target audience to put energy into effectively managing a few key markets, and increasing the products in the broadcast<sup>8</sup>, than it is to broadcast prices from 50 markets.

Further, any expanded coverage of products or of markets, requires an information system that is in place and functioning well before coverage is launched on the air. At present, the MNS Price Broadcast has an excellent following, 88% of radio listeners. This high percentage indicates positive interest, and shows that people want to hear the information broadcast. The overall image of the MNS Price Broadcast is good. In order to retain this good image, any changes made must be well carried out to avoid loss of credibility and loss of listening audience.

### **Other Improvements**

Respondents said that the broadcast is comprehensible to them, yet 68% of producers, the highest percentage, and 8% of wholesalers, the lowest percentage, confuse the broadcasts' market cities with the product origin. This shows that although the respondents believe they understand what they are hearing on the MNS Price Broadcast, there are some miscomprehensions.

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<sup>8</sup> See the "Needs Assessment for the MNS Vegetable Price Broadcast", 1994 for details on a Vegetable Price Broadcast.

Miscomprehensions should be remedied easily with a simple modification of the price broadcast script (see annex C), by identifying the market where the prices are collected at the beginning of each line. For example, instead of announcing "The price of millet originating from Bodo costs \$", to say; "The price of millet, sold in N'Djamena, originating from Bodo costs \$". This way listeners who are interrupted or who tune into the MNS Price Broadcast a little late will be able to quickly identify the broadcast market, and know exactly where they are in the broadcast.

In order to ensure that modifications actually clarify the message, the new script should be tested with producer focus groups, because they have the highest percentage of miscomprehension. The problem should be discussed with them and then the script should be tested. Afterwards testing could also be carried out with a focus group of wholesalers, as they seem to best understand the broadcast. The problem should be discussed with them, the script tested, and the wholesalers asked whether any other modifications should be made. To clarify the distinction between product origin and the MNS cities for the entire audience, the SIM should add an educational "minute" at the end of the price broadcast.

At this point in time the target audience reports that they are using the price information to plan, to increase their bargaining power and to make decisions for production and marketing. To support their efforts and the changes they are making, and also to help launch new people into activity, it is recommended that the above-mentioned educational "minute" (lasting one to five minutes or so) be continued at the end of each price broadcast. These "minutes" can consist of "man on the street" pieces, stories of success and even stories of failure or miscalculation (It is good to use success stories to illustrate a point, but it is also necessary to include stories of miscalculation to help those who have not succeeded to understand why and how to avoid similar situations in the future).

If the educational "minute" is of general interest, the SIM could put it at the beginning or end of "l'Avis de Décé", or "Radio Rurale", or any other highly popular program, announcing the date and time of the MNS Price Broadcast in order to bring in new listeners.

## **ANNEXES**

## **A: TERMS OF REFERENCE**

### **Terms of Reference For A Survey of Cereal Market News Service Listener Response And An Initial Vegetable Market News Service Needs Assessment**

#### **Background**

The SIM began its Market News Service (MNS) broadcasts for cereals on April 22, 1993. Selection of markets to be monitored and cereals to be followed was made with the information gathered by a needs assessment survey conducted by Bureau Pour Le Development Rural (BDR), a private Chadian consulting company, in February and March of 1993. The results of this survey, conducted in nine urban and rural sites involving 177 respondents, indicated that the five most important cereals were; millet, red and white sorghum, and red and white berberé. The times of broadcast, units of measure, as well as languages for diffusion, (french, arab and sara), were specifically addressed. At the time of the survey, respondents were posed questions about a hypothetical market broadcast. With six months of weekly broadcast completed now, a concrete assessment of the broadcasts' benefits should be made.

SIM began broadcasting prices of certain horticultural products in September of 1993. While concurrence from the Comité Technique du Pilotage du SIM was obtained, a formal needs assessment, described here, is a valuable tool to determining the appropriateness of the information broadcast. Both these studies were proposed as part of the AMTT Project's work plan for 1993.

#### **Implementation**

A significant component of these surveys is the active participation of SIM staff in the survey process. Many of the staff have not received extensive training in sociological research methodology. Therefore, an appropriate amount of time and involvement will need to be allotted to make this survey a learning experience for the SIM staff. It is expected that this training will take the form of one-on-one training, informal discussions and formal lectures, as needed.

In order to economize staff travel time and expense, we are combining the Cereal MNS Listener Response Study in time and location with the Vegetable Market News Service Needs Assessment Study. The purpose of the vegetable study is similar to that of the previous cereal needs assessment study, i.e. find out what vegetable marketers and consumers want to know about vegetable prices.

Funding for these surveys will come from two sources: direct AMTT budget line items for TDY and survey costs, and secondly from USAID counterpart funds listed under the "special survey" budget title. In order to access counterpart funds, a detailed plan will have to be presented to the AID project officer, Dr. Toubamatingar BEDINGAR, for administrative approval. This survey will be a collaborative effort of SIM staff and an expatriate consultant (see attached resume for proposed individual).

### **Purpose**

- Determine the extent of MNS cereal and vegetable information listenership.
- Determine if presently disseminated cereal information is desirable, and perceived to be accurate.
- Determine what listeners are doing with the MNS cereal and vegetable price information (e.g. using for purchasing, sales, storage, transportation decisions, etc.).
- Determine what improvements need to be made to the cereal MNS broadcast, if any.
- Determine what information is desired by vegetable marketers and consumers, and what alterations need to be made to the vegetable MNS, if any.
- Training and developing SIM staff to improve their capability to perform user assessment surveys in the future.

### **Tasks**

To this end, AMTT proposes to employ an expatriate short-term consultant with experience in field survey methodology in francophone Africa to organize the design and conduct this study over a six week period. Under the general direction of the SIM Coordinator, the consultant will undertake the following six specific tasks: In addition, a local hire Chadian trained in anthropological techniques will be engaged in order to aid with the test instrument design and testing phase of the project.

1. Finalize an action plan with SIM staff (to include final breakdown of costs from counterpart funds). The plan should describe sites and number of interviewees, selection methodology, survey instruments, and survey budget.
2. Create two survey instruments one for cereal MNS and one for vegetable MNS in collaboration with SIM staff.
3. Test each survey instrument at two rural and two urban locations in collaboration with SIM staff.
4. Prepare enumerators to conduct field site interviews, handle appropriate logistics for survey duplication, travel costs, enumerator salaries (if required), survey quality control, data entry, data analysis and tabulation.
5. Prepare separate report for each study and present results orally to SIM, AID and RNT staff.
6. Lead formal and informal training experiences as deemed useful with the SIM staff.

### **Qualifications**

Experienced at assessing the effectiveness of mass communication efforts.  
Experienced at training in assessment techniques for radio communications.  
Experienced at survey techniques and their implementation in Chad.  
Fluent in French and English (R-3, S-3 minimum)

**B: TRAINING OF THE MARKET NEWS SERVICE STAFF**

**MEMO**

**To: Jim Campbell**

**From: Catherine Sagui**

**Date: January 24, 1994.**

**RE: TRAINING OF THE MARKET NEWS SERVICE STAFF**

One of the TDY objectives being "training and developing SIM staff to improve their capability to perform user assessment surveys in the future", and also having the task at hand to prepare enumerators for the fieldwork part of the study, I decided that to make the best use of my time, that I would train the SIM staff along with the hired enumerators in the basics of how to develop the survey instrument for this study. In this way the SIM staff would understand and have practical experience in developing a survey instrument, and the enumerators for the study would have a deeper understanding of the information they would be seeking through individual interviews.

Two days were used during the week before the Workshop for the Development of Survey Questionnaires for the two studies to do some informal training at which the section heads, Ali and Godoulo, and the Chargé du SIM, Docteur Paul, along with Jim Campbell, the MNS Coordinator, participated. Using the knowledge of each person, through group discussion, we worked out details of the target population, the study sample, the site selection, and other aspects of the methodology to be used for the two studies. From materials on the advantages of a MNS broadcast, the SIM project objectives, and my terms of reference, we put together a condensed version of the effects of a SIM broadcast. This was used as one of the materials for developing questionnaires for the study, during the workshop.

During the first two days of the five day workshop (November 22-26), the major part of the SIM staff attended, along with all of our hired enumerators. Thus, they participated in the discussion of the survey methodology, the presentation of materials to be used in the development of the questionnaires, a session on how to develop questions for the questionnaires, and had practical experience in developing first drafts of the questionnaires to be used in the two studies.

The third and fourth day, which consisted of a discussion and practice of pre-testing the questionnaires, (day 3 in N'Djamena with wholesalers, retailers and consumers and day 4 in Karal and Massaguet with producers, intermediaries and consumers), the major part of the SIM staff refused to participate in the training. (See attendance list in annex.) We therefore continued with the four remaining members of the SIM staff and the hired enumerators.

The fifth day the remaining participants were led through a session on the interviewers comportment, and on interviewing in local languages. Groups were then formed to make primary suggestions for questionnaire modification and two representatives from each group met afterwards to discuss the different modifications suggested by their group. After this activity, I explained that in taking into consideration the suggested modifications, I would modify and streamline the questionnaires for the two studies before the three teams of interviewers would begin their fieldwork.

Although using a workshop to develop questionnaires was not an ideal way to prepare enumerators for the study, it did give them a deeper understanding of the subject. Thus, because of time constraints, after I modified the questionnaires, each of the team supervisors (Jim Campbell, Docteur Paul and myself) was responsible for discussing the questionnaires with his team, and each team was responsible for discussing how to use the questionnaire in the local languages they would be using for their interviews.

The majority of the SIM staff did not participate in the whole workshop, but I believe they participated in the activities that will be useful to them: how to put together the survey instrument, and understanding the methodology of the study. As three of the SIM staff participated in developing the studies' methodology, four participated in the pre-testing of the questionnaires, and three in discussing modifications, as a team, they have gained valuable experience that can be used for future studies.

The SIM staff has also benefitted from other formal and informal training experiences during this study. Docteur Paul, participated in the study as a team supervisor and Godoulo, participated as an enumerator. Nathaniel and Pierre set up the database for the study. Nathaniel, Pierre and Mme. Torah did the data entry and the forementioned, along with Ali and Xavier participated in codifying the data.

LIST OF PARTICIPANTS  
FOR THE WORKSHOP FOR THE DEVELOPMENT OF SURVEY QUESTIONNAIRES

NOVEMBER 22 - 26, 1993.

Day 1 and 2:

1. Jim Campbell	AMTT/SIM
2. Mahamat Abdoul	ONC
3. Achta Brahim	BDR
4. Ali Mahamat	SIM
5. Haroun Abakar	BDR
6. Marie Bouba	AMTT
7. Mbairabe Xavier	SIM
8. Nadjiressem Nathaniel	SIM
9. Ngonganguem Pierre	SIM
10. Touatongar Godoulo	SIM
11. Djawitangar Mossotangarti	SIM
12. Mbailassem Alain	BDR
13. Mahamat Abakar	BDR
14. Khamis Ourde	BDR
15. Docteur Paul	SIM
16. Torah Ngartoudjim	SIM
17. Djimtangar le Ngarassem	SIM
18. Kelly Kokiri Koulouar	AMTT

Day 3, 4 and 5:

1. Jim Campbell	AMTT/SIM
2. Mahamat Abdoul	ONC
3. Achta Brahim	BDR
4. Haroun Abakar	BDR
5. Marie Bouba	AMTT
6. Touatongar Godoulo	SIM
7. Djawitangar Mossotangarti	SIM
8. Mbailassem Alain	BDR
9. Mahamat Abakar	BDR
10. Khamis Ourde	BDR
11. Docteur Paul	SIM
12. Djimtangar le Ngarassem	SIM
13. Kelly Kokiri Koulouar	AMTT

## **TRAINING PLAN FOR THE WORKSHOP FOR THE DEVELOPMENT OF SURVEY QUESTIONNAIRES**

### **Day one:**

8:00 - 8:45	Icebreaker
8:45 - 9:00	Weeks Schedule and Objectives of the Workshop
9:00 - 9:30	Methodology to be used during the Studies and the Target Population
9:30 - 10:00	Presentation of Materials and Guidelines to be used in Developing the Questionnaires
10:00 - 10:30	Break
10:30 - 11:00	Developing Questions; How to Obtain Quality Information
11:00 - 11:30	Begin Development of First Questionnaire
11:30 - 14:00	Groupwork (4 groups) Develop Questionnaires

### **Day 2:**

8:00 - 12:00	Continue developing questionnaires
12:00 - 14:00	(2 groups) Present and Discuss Questionnaires

### **Day 3:**

8:00 - 9:00	How to Pre-test the Questionnaires
9:00 - 13:00	Pre-testing in N'Djamena

### **Day 4:**

Pre-testing in Karal and Massaguet

### **Day 5:**

8:00 - 9:00	An Interviewers' Comportment
10:00 - 12:00	(4 groups) Discussion of Modifications for the Questionnaires
12:00 - 14:00	(Representatives from each group) Discussion of Modifications

C: MNS PRICE BROADCAST SCRIPT, MODIFICATIONS INCLUDED

(proposed modifications are in parentheses, written in bold and underlined)

**SYSTEME D'INFORMATION SUR LES MARCHES (SIM)  
COMMUNIQUE PRIX RADIO DIFFUSEE**

**DATE DE DIFFUSION: JEUDI LE 16 SEPTEMBRE 1993**

<b>Spiqueurs:</b>	<b>Français:</b>	<b>NGAROULA MBAIRE BESSINGAR</b>
	<b>Arabe:</b>	<b>HASSANE ADOUM</b>
	<b>Sara:</b>	<b>KEIRO LE KAIKOULAH</b>

Le Système d'Information sur les marchés (SIM) vous communique les prix des différentes produits agricole observés sur les marchés des principales villes du Tchad, à savoir N'Djaména - Moundou, Sarh et Abéché.

Vous écouteriez d'abord les prix des cereales en suite les prix des produits horticoles (legume sec ou frais).

Ce ne sont pas des prix officiels imposés par le Gouvernement. Ce sont des prix libres pratiqués dans ces différents marchés mais qui sont observés et publiés par le SIM pour tous les acteurs économiques.

**Cereales**

Pour la ville de N'Djaména: au marché de mil les prix observés (heir / avant heir / autre explication) Mercredi 15 Septembre, 1993 sur les différentes céréales sont les suivants:

- \* le mil pénicillaire (vendu a NDjamena.) en provenance de Bokoro a été vendu à 170 F le coro et 6500 F le sac.
- \* le mil pénicillaire (vendu a N'Djamena.) en provenance de Abeche a été vendu à 175 F le coro et 6500 F le sac.
- \* le mil pénicillaire (vendu a N'Djamena.) en provenance de Bousso a été vendu à 175 F le coro et 6000 F le sac.
- \* le sorgho rouge appelé Kouryanyan (vendu a N'Djamena.) en provenance du Guera a été vendu à 100 F le coro et 4000 F le sac.
- \* le sorgho blanc appelé Babachi (vendu a N'Djamena.) en provenance du Guera a été vendu à 200 F le coro et 7000 F le sac.
- \* le sorgho blanc appelé Samboul (vendu a N'Djamena.) en provenance de Ngouri (Lac) a été vendu à 100 F le coro et 3500 F le sac.

\* le berbéré rouge (vendu a N'Djamena,) en provenance de Am-Timan a été vendu à 125 F le coro et 4250 F le sac.

\* le berbéré blanc (vendu a N'Djamena,) en provenance de Chari-Baguirmi a été vendu à 125 F le coro et 4500 F le sac.

#### OBSERVATIONS PARTICULIERES

Vous venez d'écouter là les prix de céréales du marché de mil à N'Djaména observés Mercredi 15 Septembre, 1993

**A Moundou:** au marché central (de la ville de Moundou) les prix observés (hier / avant hier / autre reponse) mercredi 15 Septembre sont les suivants:

\* le mil pénicillaire local (vendu a Moundou,) en provenance de Moundou Rural a été vendu à 150 F le coro et 6000 F le sac.

\* le mil pénicillaire (vendu a Moundou,) en provenance de Bodo (Logone Oriental) a été vendu à 150 F le coro et 6000 F le sac.

\* le sorgho rouge local (vendu a Moundou,) en provenance de Logone-Occidental a été vendu à 125 F le coro et 5500 F le sac.

\* le sorgho rouge (vendu a Moundou,) en provenance de Bodo "Logone-Oriental" a été vendu à 100 F le coro moyen et 4250 F le sac.

\* le sorgho blanc local (vendu a Moundou) en provenance de Bodo "Logone-Oriental" a été vendu à 100 F le coro moyen et 4250 F le sac.

\* le berbéré blanc (vendu a Moundou) en provenance du Mayo-Kebbi a été vendu à 150 F le coro moyen et 6250 F le sac.

\* le berbéré rouge (vendu a Moundou) en provenance de Mayo-Kebbi a été vendu à 150 F le coro moyen et 6250 F le sac.

#### OBSERVATIONS PARTICULIERES

Selon notre correspondant sur place le marche de Moundou recoit du nouveau mais, du sorgho et le penicillaire precoce.

C'était les prix des céréales du marché de Moundou Mercredi

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**A Sarh,** au marché central (de la ville de Sarh) les prix observés (hier / avant hier / autre reponse) Mercredi 15 Septembre sont les suivants:

\* le mil pénicillaire (vendu a Sarh) en provenance de Danamadji a été vendu à 140 F le coro et 5750 F le sac.

\* le mil pénicillaire (vendu a Sarh) en provenance de Bodo (Logone Oriental) a été vendu à 140 F le coro et 6000 F le sac.

\* le mil pénicillaire (vendu a Sarh) en provenance de Mbarle' a été vendu à 140 F le coro et 5000 F le sac.

\* le sorgho rouge (vendu a Sarh) en provenance de Bodo (Logone Oriental) a été vendu à 125 F le coro et 4750 F le sac.

\* le sorgho rouge (vendu a Sarh) en provenance de MBarle' a été vendu à 100 F le coro et 4000 F le sac.

\* le berbéré rouge (vendu a Sarh) en provenance de Am-Timan a été vendu à 100 F le coro et 4000 F le sac.

\* le berbéré blanc (vendu a Sarh) en provenance de Am-Timan a été vendu à 115 F le coro et 4100 F le sac.

#### OBSERVATIONS GENERALES

En ce moment le stock commercant n'est pas important a Sarh.

Après les prix observés de N'Djaména, Moundou et Sarh, nous arrivons à Abéché dernière étape de nos communiqués prix.

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A Abéché: (au marché de la ville de Abeché) les prix observés (heir / avant heir / autre reponse) Mardi 14 Septembre sur les différentes céréales sont les suivants:

\* Le Mil pénicillaire (locale?? vendu a Abeché) 115 F le coro, 4600 F le sac

\* Le Sorgho rouge (locale?? vendu a Abeché) 95 F le coro, 4000 F le sac

\* Pas le sorgho blanc en ce moment sur le marche d'Abeche

(Maintenant on passe a la diffusion de prix des Legumes)

**Legumes** Pour la ville de N'Djaména: au marché de central les prix observés Mercredi 15 Septembre, 1993 sur les différentes legumes sont les suivants:

\* la tomate fraiche (vendu a N'Djamena) en provenance de Maroua (Cameroun) a été vendu à 8.525 F la caisse.

\* la tomate sechee (vendu a N'Djamena) en provenance de Abeche a été vendu à 5.500 F le sac.

\* la tomate en poudre (vendu a N'Djamena) en provenance de Abeche a été vendu à 17.500 F le sac.

\* les oignons (vendu a N'Djamena) en provenance de Abeche ont été vendu à 13.500 F le sac.

\* l'ail (vendu a N'djamena) en provenance de Abeche a été vendu à 10.500 F le sac.

\* le gombo sec (vendu a N'djamena) en provenance de Abeche a été vendu à 8.500 F le sac.

Pour la ville de Sarh au marché de central (de Sarh) les prix observés (heir / avant heir / autre reponse) Mercredi 15 Septembre, 1993 sur les différents legumes sont les suivants:

\* la tomate en poudre (vendu a Sarh) en provenance de Abeche a été vendu à 17.500 F le sac.

\* les oignons (vendu a Sarh) en provenance de Abeche ont été vendu à 17.500 F le sac.

\* l'ail (vendu a Sarh) en provenance de Abeche a été vendu à 15.000 F le sac.

Pour la ville de Moundou: au marché de central (de Moundou) les prix observés (heir / avant heir / autre reponse) Mercredi 15 Septembre, 1993 sur les différents legumes sont les suivants:

\* la tomate en poudre (vendu a Moundou) en provenance de Abeche a été vendu à 20.000 F le sac.

\* les oignons (vendu a Moundou) en provenance de Abeche ont été vendu à 15.000 F le sac.

\* l'ail (vendu a Moundou) en provenance de Binder a été vendu à 15.000 F le sac.

Pour la ville de Abeche: au marché de central (de Abeché) les prix observés (heir / avant heir / autre reponse) Mercredi 15 Septembre, 1993 sur les différents legumes sont les suivants:

\* la tomate seche local (vendu a Abeché) a été vendu à 3.000 F le sac.

\* les oignons local (vendu a Abeché) ont été vendu à 8.000 F le sac.

\* l'ail local (vendu a Abeché) a été vendu à 8.000 F le sac.

\* le gombo sec local (vendu a Abeché) a été vendu à 7.500 F le sac.

Ce sont là les prix des différentes céréales et produits horticoles observés dans les marchés de quatre (4) grandes villes du Tchad: N'Djaména, Moundou, Sarh et Abéché.

Nous espérons vous retrouver nombreux à la prochaine écoute (le meme heure et le meme jour la semaine prochaine.) le Jeudi 23 Septembre, 1993.

## **D: PRODUCER PRICE KNOWLEDGE**

### **ROUGH DRAFT FROM THE AMP MILLET AND SORGHUM MARKETING STUDY**

*(Note: these results were taken one to two months after the broadcast start and most likely indicate price knowledge before the SIM price dissemination was well known)*

### **CONNAISSANCE DES PRIX DES CEREALES DANS LES MARCHES LOCAUX, REGIONAUX ET DE LA CAPITALE PAR LES PAYSANS.**

#### **Hypotheses:**

Les paysans sont des acteurs rationnels; en voulant vendre leurs produits dans les marchés locaux ou régionaux, ils espèrent avoir un prix plus élevé que le prix actuel du marché.

#### **Sous-hypothese:**

1. Les paysans autour des marchés locaux ont une meilleure connaissance des prix que ceux des marchés régionaux.
2. La majorité des paysans est bien informée sur les prix des céréales de la capitale.
3. Les paysans sont bien informés sur le prix du penicillaire que le sorgho et le berbere.

#### **1. Les marchés Locaux**

En générale, les paysans sont bien informés des prix des céréales sur les marchés locaux même si les prix sont modestement surestimés par les paysans; le pourcentage entre le prix estimé et le prix actuel varie entre 5% et 38%. Cette différence varie d'une région à une autre. Elle varie aussi entre les céréales; le mil penicillaire est surestimé par 5%, le sorgho de 9% et le berbere par 38%.

--A Beguere, les paysans interviewés (22) ont indiqué que le prix moyen du mil estimé pour Bebedjia était 5250 Fcfa le sac de 100 kgs. Ce prix est surestimé par 5% comparé au prix actuel observé au marché régional (Bebedjia) pendant la même période.

Les mêmes paysans ont indiqué que le sac de 100 kgs de sorgho blanc à Bebedjia coûte 4580 Fcfa; ce même sac est vendu à 4167 Fcfa à Bebedjia pendant la même période. Les paysans de Beguere ont surestimé de 9% le prix de sac de sorgho blanc dans le marché régional.

--A Tetal, les paysans (21) ont indiqué le prix de sac de berbere à Amhabile coûte 1375 Fcfa; alors que ce prix observé à Amhabile pendant la même période n'est que 1000 Fcfa. Le prix espéré par les paysans de Tetal est 38% plus que celui observé au marché d'Amhabile pendant la même période.

--A Kayrabanga, le prix de mil estimé par les paysans (21) interviewés est 13% plus élevé que le prix de sac de mil de Dohér, et le prix de sorgho blanc de 12%. Par contre, ils ont nettement estimé le prix de sac de berbere (6000 Fcfa) pour le marché régional.

## **2. Les marches Regionaux**

En generale, la majorite des paysans ont une faible connaissance des prix des cereales des marches regionaux compares aux marches locaux. Les prix des cereales des marches regionaux sont en generale surestime de 23%. Cette surestimation varie de 2 a 57%.

--En demandant aux paysans de Badine (18) d'estimer le prix de penicillaire a Abeche, ils ont surestime le sac de 100 kgs par 25%. Par contre, les paysans de Yaroua (22) ont sous-estime le prix de sac de penicillaire a N'Djamena de 16%.

--L'echantillon des paysans de Bili (21) ont estime le prix de sac de penicillaire a Bokoro a 20% plus chere que le prix actuel observe a Bokoro pendant la meme periode. Ceux de Kemkaga et Godila (44) ont surestime le prix de sac de penicillaire de 30%.

--Les paysans echantillon de Beguere, Kairabanga et Dolao (65) ont surestime le sac de penicillaire a Moundou de 20%.

--A Kelenga et Makere le sorgho blanc de Pala est surestime de 2%. Ce chiffre est 10% plus eleve a Kemkaga et Godila en voulant savoir le prix a sarh. Les paysans de Beguere, Kairabanga et Dolao ont surestime le prix de sorgho blanc de 57% pour le marche de Moundou.

--Les paysans de Kelenga et Makere ont surestime de 24% le prix de berbere de Pala=24%. Cette estimation est preque la meme que celle avancee (22%) par les paysans de Beguere, Kairabanga et Dolao pour le marche de Moundou.

## **3. Le marche de N'Djamena**

En generale, les paysans (a part les paysans dans le Chari-Baguirmi) surestiment les prix des cereales de 90% en moyenne. Cette surestimation varie de 12 a 230%. Les paysans autour du Chari Baguirmi ont sous-estime les prix des cereales a N'Djamena. Le prix du mil est sous estime de 1%, celui du sorgho de 25% et le berbere 15%.

--Dans le Logone Occidentale, les paysans ont espere avoir un prix 75% plus eleve que le prix actuel observe pendant la meme periode. Ces meme paysans ont indique que le prix de sac de sorgho coute 7767 Fcfa a N'Djamena, alors qu'il ne coute que 4100 Fcfa pendant la meme periode de l'enquete. Ils (42) ont surestimes le prix de berbere a N'Djamena de 50%.

--Les paysans du Logone Orientale sont les moins informes sur les prix des cereales a N'Djamena apres ceux du Salamat. Ils ont surestimes le prix du mil penicillaire de 130%, celui du sorgho de 143%.

--Dans le Moyen Chari, 44 paysans ont surestime le prix du mil penicillaire a N'Djamena de 68%, et du sorgho de 59%.

--Au Salamat, les prix estimes par les paysans (27) sont 230% superieurs aux prix observes au marche d'Amtiman pendant la meme periode.

--Dans le Ouaddai, 10 paysans échantillons ont été interviewés à Badiné. Les prix estimés pour le mil penicillaire est 12% plus cher que le prix observé à N'Djamena pendant la même période. Celui du sorgho est 30% plus cher que le prix observé dans le marché à N'djamena.

--Dans la préfecture de Chari-Baguirmi, prix des céréales sont sous-estimés par les paysans. Le prix du mil penicillaire est estimé 1% moins cher, alors que celui du sorgho et berbere sont 25% et 15% plus chers que les prix observés à N'Djamena pendant la même période.

**E: INDIVIDUALS MET DURING THE COURSE OF THIS STUDY**

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